

Report of:	To:	Date	Item No.
Cllr Gordon McCann Economy Portfolio Holder	Council	23 January 2014	8(d)

EXECUTIVE REPORT: ECONOMY PORTFOLIO HOLDER

1. Purpose of Report

- 1.1** To inform Council of progress on key objectives and the current position on issues within the Economy Portfolio, as set out below.

2. Local Government Association (LGA) Growth Advisor Programme

- 2.1** Debbie Crellin has commenced her 14 days of free consultancy advice following our successful application to the LGA. Her role will be spilt in two parts: firstly, to advise on the Wyre Local Growth Plan and secondly, to look at ways we can diversify our business support.

- 2.2** In relation to the second element of the consultancy advice, the Advisor will specifically review and advise on the Wyred Up business support website. The Advisor will also provide advice on engagement with specific sectors such as skills, young entrepreneurs, tourism, rural issues etc. in order to ensure our business support is effective at targeting key growth sectors. The Advisor will prepare a written report outlining her findings and advice at the end of the consultancy period.

3. Wyre Local Growth Plan

- 3.1** The Wyre Local Growth Plan was considered for approval at the Cabinet meeting in January, after which it will be officially launched.

4. Coastal Communities Fund

- 4.1** An announcement is anticipated soon about the stage two application submitted in respect of five projects covering the coastal strip stretching from Rossall to Euston Park. I will update Members at the meeting.

5. Revive and Thrive

- 5.1** An announcement is anticipated soon concerning the application we have submitted for assistance under this new initiative which provides in-kind support for town centres in various forms including training, workshops and consultancy support. I will update Members at the meeting.

6. Business Support

- 6.1** After the success of the 'Get Rewyred Small Business Grant Scheme' we are working on establishing the 'Get Rewyred' brand to reflect the business support arm of the Council. We receive a high number of enquiries from businesses that require one to one advice and signposting, and this often means going out to visit businesses. This branding will ensure that all business enquiries are fed through the team, and that the businesses themselves have a clear point of contact at the Council.
- 6.2** Get Rewyred will launch a bespoke leaflet, which will provide all local businesses with an exhaustive list of available grant funding and free advice. The leaflet will be regularly updated, and will be available electronically via the website.
- 6.3** Wyred Up business support and networking event is to be held on 22 January 2014 at Garstang Country Golf Club.

7. Comments and Questions

- 7.1** In accordance with procedure rule 11.3 any member of Council will be able to ask me a question or make a comment on the contents of my report or on any issue, which falls within my area of responsibility. I will respond to any such questions or comments in accordance with Procedure Rule 11.5.

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